



PRESS RELEASE

THE GENERALI CEE CUP BRINGS ANOTHER NEW TWIST FOR 2014 – THE INVOLVEMENT OF WYSCOUT, THE INTERNATIONAL FOOTBALL SCOUTING PLATFORM

Prague, 15th July, 2014: The organisers of the **GENERALI CEE Cup**, the international football tournament for top youth teams (under 19) from Central & Eastern Europe, announced today that, once again, it will be bringing a new initiative to support its week-long event, this year through its involvement with the international football scouting portal, Wyscout, which will be holding a special scouting clinic within an exceptional football agents' programme during the week of the tournament. Wyscout will also present its new Wyscout Platform 4 during the tournament and will be attending several of the matches.

The idea of bringing in a company such as Wyscout follows on from the very successful series of 'referee seminars' that the organisers ran last year in conjunction with FIFA in order to give young referees some much needed insight into the skills required to be successful on an international platform.

Roberto De Blasio, the Chairman of the **GENERALI CEE Cup** Organizing Committee, commented:

*"We had such a great response from the referees and fans with last year's FIFA initiative that we wanted to include something along similar lines at this year's tournament. Our goal with the **GENERALI CEE Cup** is, and always has been, to try to run parallel projects alongside the tournament itself that focus on topics from the football industry generally, hence our cooperation with Wyscout this year. We are sure that the Wyscout seminar will prove incredibly interesting to those professionals involved in scouting, plus the fact that a team from Wyscout will be watching some of the matches should prove to be a huge incentive to the players to do their very best!"*

The scouting clinic will be held on the Saturday, July 26th and will include discussions on how to use the Wyscout portal, how to practice on the footballing pitch, analysis of some of the matches that have already taken place, and the ways in which scouts and agents work throughout the world. The overall agents' programme will be introduced by Jindřich Rajchl, the Chairman of the Commission for Players' Agents of the FACR and will be aimed at football agents from both the Czech Republic and elsewhere in Europe.

Wyscout was founded in 2004 as a hobby with two guys filming local matches, then it launched a digital system that showed all the football games analyzed action by action (all the corners, all the goals and so on). Over the years Wyscout developed new technologies and advanced services to support professionals in scouting players around the globe, transfer them and enhance match analysis processes. Now it is one of the the world's leading scouting companies working with football



executives, sports directors, scouts, managers, player agents and players themselves for more than 400 Clubs and 450 Players' Agencies.

The team from Wyscout will be arriving in Prague on 25th July, in readiness for the scouting clinic on the morning of 26th July. They will attend many of the games, including the Grand Final. All the matches will be available on the Wyscout 4 digital platform to be analyzed and reviewed by scouts and agents all over the world.

Talking about Wyscout's involvement in the tournament, Matteo Campodonico, the Wyscout CEO, said:

"It is a pleasure for Wyscout to support the GENERALI CEE Cup this year, as this reflects our commitment to the enhancement of scouting processes and professional football in Central and Eastern Europe. Our team is delighted to be taking an active part in the tournament and watching the upcoming games, as well as giving the matches international visibility on our digital platform. Furthermore, our staff will be there to hold a free seminar for Club members and players' agents to teach them how to make the most of the revolutionary release of the platform Wyscout4, and we will also be organizing a scouting course through the WyscoutEdu educational Program".

This is the fourth running of the annual **U19 GENERALI CEE Cup**, this year starting on **Wednesday, 23rd July**. With the winners of the last three years taking part (Gyori ETC FC (2013) and Mlada Boleslav (2011, 2012)) the organisers are expecting that there will be some considerable talent on show.

For more information about the **GENERALI CEE Cup 2014** and previous years, or to reserve your tickets to the Grand Final, please visit <http://www.ceecup.org>. Tickets can also be purchased on the portal mticket.cz.

Ends.

For more information please contact:

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Notes for Editors:

Active Times is a Prague based Destination and Event Management company taking care of a range of tourism and event management services within the Central and East European Area.

Active Times is the proud organiser of the prestigious U19 international football tournament known as the CEE Cup, held annually every July in Prague.

The CEE Cup is an annual international tournament for top Central & Eastern European (CEE) youth football club teams. The tournament focuses on „Respect“, „Fair Play“, and „Competitiveness“. The CEE Cup is the perfect opportunity for tournament visitors, managers and other interested spectators to see the football stars of the future.

www.ceecup.org